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Sommario/riassunto	Spiraling health care costs have encouraged health care practitioners, public policy-makers, and consumers to find ways of maintaining high quality care at affordable rates. Reducing the Cost of Dental Care examines a number of ways in which cost savings might be realized in dentistry. This collection of papers, written by health economists and dentists, brings together economic issues and health care aspects of the debate. Each of the six chapters addresses a particular issue concerning cost and quality of care. Chapter one shows the probable effects on dental costs of advertising, franchising